

The Development Trend of Enterprise Business Administration and the Innovation of Management Mode

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Abstract: In the context of the new period, the continuous growth of social and economic levels and the rapid update of information technology have significantly impacted the business management of Chinese enterprises, presenting substantial challenges. The intensification of market competition exerts development pressure on many enterprises, and coupled with the unstable strength of some businesses, numerous problems in business management arise. These issues hinder the smooth execution of various business activities. Therefore, it is crucial to ensure effective business administration to conduct different business activities in an orderly manner, promptly avoid adverse risks, and strengthen control over multiple factors. The innovation and improvement of business administration are of great significance for enhancing the management level and market competitiveness of modern enterprises, accelerating their healthy development, and creating numerous opportunities. Consequently, this paper analyzes and explores the development trends of enterprise business administration and the innovation of management models for reference.

Keywords: Enterprise business administration; Development trend; Management mode; Innovation

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1. Introduction

The level of business administration is directly related to the overall development of an enterprise and significantly influences the progress of subsequent economic activities^[1]. Currently, enterprise business management focuses on the internal economic operations of the company, involving management personnel who, according to the development strategy, plan, design, guide, and control various business activities. This ensures that these activities are conducted efficiently and contribute to the stable development of the enterprise.

In the information age, many new high-end technologies have gradually emerged in the market. This phenomenon has significantly impacted the business management models of enterprises, prompting many companies to pay close attention. It is necessary to seize these development opportunities, change management concepts, create conditions for comprehensive enterprise innovation, and lay the foundation for implementing

new business management models ^[2,3].

2. Innovations in enterprise business management modes

2.1. Improving the comprehensive ability of business administration personnel

The responsibilities of business administration personnel differ significantly from those of other managers. Their duties are unique and focus specifically on supervising daily enterprise operations, which necessitates a high level of professionalism and comprehensive ability. This comprehensive management capacity is crucial for the enterprise's overall functionality and stability ^[4].

To ensure that business administration personnel can perform effectively, enterprises must target their comprehensive ability for enhancement, avoiding any lax behavior. Firstly, enterprises should assess the current status of business administration work and provide specialized training for business administration personnel according to their positions. Regular training activities should be organized to expand the skillset and cognitive awareness of these personnel, underscoring the importance of enhancing their comprehensive abilities ^[5].

Additionally, due to the high demand for business administration personnel, enterprises must timely introduce high-quality professionals. Collaboration with colleges and universities through a school-enterprise education model can strengthen their capabilities, ensuring they are well-prepared to meet enterprise requirements upon graduation. This integration of resources from schools and enterprises not only cultivates a new batch of professional talents but also significantly improves the level of business administration within the enterprise, paving the way for the smooth implementation of various business activities ^[7].

Furthermore, business administration, as a core part of enterprise management, should allocate posts based on professional ability and level to prevent resource wastage and reduce unnecessary burdens on other staff, which can affect work quality and efficiency. For sustainable development, enterprises should revise their working concepts, utilize human resources efficiently, and implement comprehensive management. Establishing a promotion system linked to remuneration through a reward and punishment mechanism can foster a competitive and communicative environment, injecting new energy into the enterprise and ensuring vitality ^[8].

Finally, enterprises should clearly define the roles of business administration personnel, particularly during resource allocation. Development goals should be planned for grassroots personnel, with regular professional assessments to uncover potential. Utilizing their strengths in daily work can lead to a significant upward trend in business management efficiency. Proper allocation of positions and delineation of work responsibilities maximize business management needs, ensuring the normative and standard features of business administration work ^[9].

2.2. Improving the enterprise business management system

To maintain stability in business management, enterprises must establish a robust business management system that aligns with their current state of development. This system should be tailored to inject power into the long-term development of the enterprise and provide relevant safeguards ^[10].

Firstly, enterprises must develop comprehensive rules and regulations, strictly controlling different processes and work procedures. There should be a clear division of responsibilities and obligations for different roles, determination of salary performance indicators, and optimization of job processes. Mutual assistance and cooperation among staff can strengthen team cohesion and inject new vitality into the enterprise ^[11].

Secondly, timely communication and exchange between enterprise managers and other management are crucial for creating a harmonious corporate culture. Managers should carry out assessments in an orderly manner according to rules and regulations, using scientific and effective management models to implement

comprehensive management. Career planning and design for staff should be considered to showcase management advantages and uncover potential, creating opportunities for quality improvement ^[12].

Finally, enterprises must ensure that business management codes of conduct are upheld, maintaining standards of behavior across different departments. Comprehensive management should optimize and improve the internal organizational structure. Utilizing resource integration and optimized configuration can assist enterprises in completing tasks efficiently, minimizing risks, and making reasonable decisions for long-term development ^[13].

3. Change the advanced management concept, highlighting modernization

Market competition is becoming increasingly intense. Modern enterprises, to keep pace with the times and maintain a favorable market position, must focus on business management and its implementation. To address various management issues promptly, it is essential to think rationally, continually strengthen business management, change management concepts, and highlight modernization. This approach lays the foundation for industry development and provides necessary protection in line with current industry needs ^[14].

Advancements in science and technology, particularly information technology, are being widely adopted across various industries. This trend creates conditions for modern business management, providing substantial technical support and gradually promoting the development and progress of modern enterprises. However, it also presents significant challenges to traditional enterprises. To maintain stable management capabilities and levels, it is crucial to adopt a modern management concept, develop a strong sense of management consciousness and philosophy, enhance market competitiveness, and support synergistic development across industries ^[15].

3.1. Innovative management tools, highlighting information technology

As the social and economic landscape grows, enterprises focus heavily on operational management, providing substantial support for enhancing management levels. To improve market competitiveness and secure a favorable market position, enterprises should innovate management methods and emphasize information technology to effectively leverage its advantages. Modern enterprises must utilize scientific management methods, supported by information technology, to address various issues and integrate relevant data and information ^[16].

Comprehensive control over different business activities and effective support for business management personnel is essential. Information technology can provide various tools to increase production and management efficiency, laying the groundwork for future enterprise development. By using information technology scientifically, enterprises can meet basic work requirements, improve work efficiency and quality, enhance the accuracy of information processing, and streamline financial management. This approach significantly benefits different management personnel and facilitates smooth business operations ^[17].

3.2. Clear development goals, highlighting diversity

The globalized economy is rapidly changing. Enterprises need a long-term development vision, thinking and analyzing from a sustainable development perspective to design future goals. The purpose of enterprise business management is to achieve sustainable objectives, highlighting the importance of business management in modern enterprises ^[18].

When formulating management objectives, enterprises should carefully assess the current development situation and align future goals and directions accurately. This involves exploring and analyzing from multiple

angles, continuously pursuing value, and embodying the true meaning of diversity. Diversified development goals can stabilize enterprise growth, enhance market competitiveness, and establish a strong market image^[19].

3.3. Improve business administration methods, highlighting rationality

The level of business management directly influences overall enterprise management and the progress of various business activities. Improving business management methods is an inevitable trend, essential for enhancing enterprise management levels and promoting continuous improvement in business management^[20].

This involves developing management programs suited to the current enterprise development, drawing attention from other industries, and demonstrating rational application. Effective business administration methods can significantly assist in enterprise decision-making, ensuring that business management aligns with enterprise needs and objectives^[20].

4. Conclusion

Business management profoundly impacts the long-term development of modern enterprises and plays a decisive role in their future growth. In the Internet era, the influx of diverse information technologies presents significant opportunities and challenges for modern enterprise business management, creating favorable conditions for management mode innovation.

Enterprises must prioritize business management, establish a comprehensive business management system, and scientifically optimize personnel allocation according to job requirements. This approach highlights the value of business management in enterprise operations, forming a complete supervision mechanism. Focusing on training professional business management personnel injects fresh vitality into various business activities and promotes high-quality enterprise development. Ultimately, the company's business management program provides a dynamic and innovative approach to advancing all business activities.

Disclosure statement

The author declares no conflict of interest.

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